

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

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Region Operations Mgr

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May 15, 1997

RJR Account #186350  
D. Prudence  
F & T DISTRIBUTORS

**JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727**

Dear Diane:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **37** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF Box	1
12300-22081	FF Box 100	1
12300-84106	LT Box	1
12300-22084	LT Box 100	2

<u>Product / Premium Arrival:</u>	<u>June 23, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: June 30, 1997</u>

<u>Lighters: (Item #527813)</u>	
<u>SKU CUBE:</u>	2.5280
<u>SKU WT (w/o Product):</u>	10.6200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Savings Cartons
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<u>EFT \$ Amount:</u>	<u>\$1,396.42</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GPF

F & T DISTRIBUTORS

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$70.00 (2.5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

Enc. Wholesaler Packing Instructions  
Retail Customer List

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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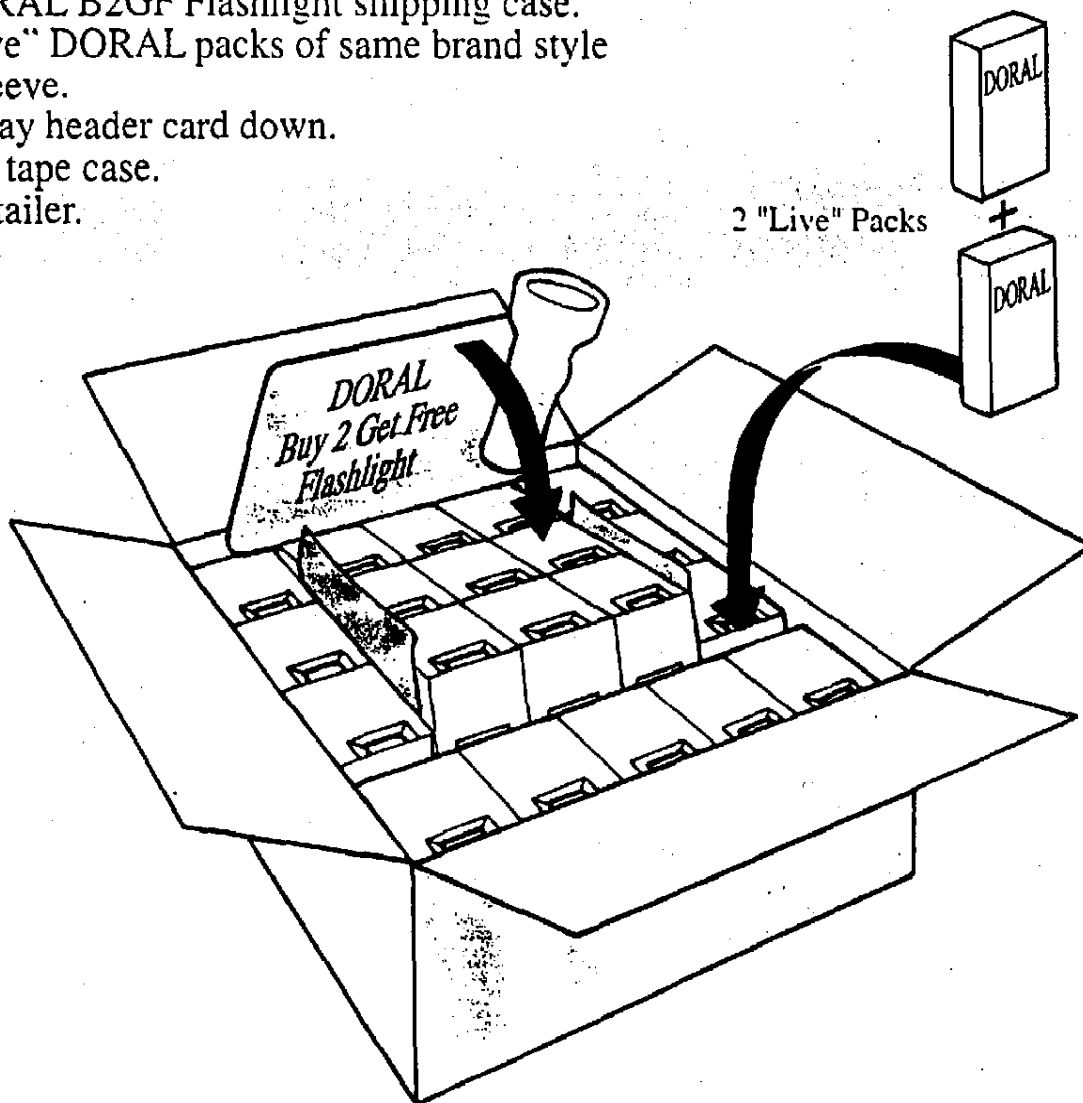
# WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR. '97

July DORAL B2GF Flashlight

## STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	FF BOX 100	LT BOX	LT BOX 100		
Number of Cartons	1	1	1	1		

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 22  
DATE: 97-05-12  
TIME: 03:49 PMWHOLESALE : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>  
TEMPLATE : 700727 70700 DOR FLASHLIGHT  
TEMPLATE SEQ : 0010  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315)488-7700
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	5				(607)756-5552
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2				(607)659-4066
162605	162231	763732	EAST HILL CITGO	JUDD FALLS RD	ITHACA	NY	14850	1				(607)272-2250
162605	162231	703515	C&C TOBACCO OUTLET	109 N MEADOW ST	ITHACA	NY	14850	12				(607)272-4341
162204	162226	702678	GAS & GOODIES #5	1231 CAMPVILLE RD	ENDICOTT	NY	13760	1		2929-0000		(607)786-8885
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	2	NYS			(607)753-1724
162605	162231	396274	NORTH AVE GAS STOP	UPPER NORTH AVE	OWEGO	NY	13827	1	NYS	2929-0000		(607)687-2605
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-6015
162605	162231	031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	1	NYS			(607)387-9875
162605		269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1	NYS			(607)272-9470
162605	162231	329873	MAIN STREET DELI	2 W MAIN ST	OWEGO	NY	13827	5	NYS	2929-0000		(607)687-3300
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	2	NYS		921320	(315)487-1100

PAGE BREAK TOTAL ACCOUNTS 15 TOTAL QUANTITY 37

TEMPLATE TOTAL ACCOUNTS 15 TOTAL QUANTITY 37

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07/10/97

ACCOUNT NUMBER: 186350 F&T DISTRIBUTING  
VOUCHER NUMBER: 15360230 1278 DRYDEN ROAD  
DATE WRITTEN: 07/10/97 ITHACA , NY 14850  
STATUS: PAID  
AMOUNT PAID: 70.00 SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.50	70.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/A. ZECCA

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